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Social Media Calendar

February 2014



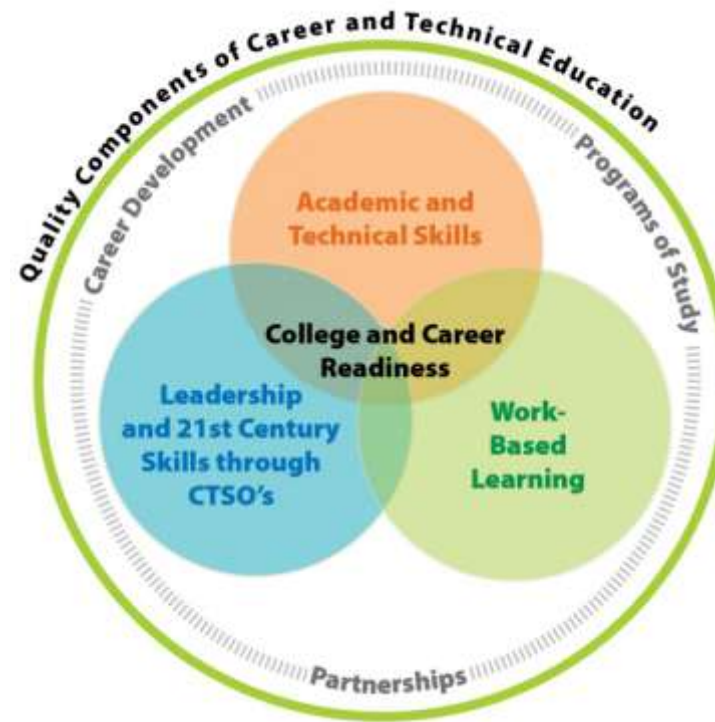
Monday Facebook 	Tuesday Twitter 	Wednesday Instagram 	Thursday Pinterest 	Friday YouTube 	Saturday Super Hero 	Sunday Super Hero 
<p> Like Wisconsin Career & Technical Education and include the hashtags in your posts: #wictemonth and #wicte</p> <p> Follow us @WisconsinCTE (please use hashtags: #wicte and #wictemonth)</p> <p> Follow us on Instagram. Post your pictures with , , and , with the hashtags: #wictemonth & #wicte</p> <p> Follow Wisconsin Career & Technical Education and let the re-pinning begin!</p> <p> Videos should be emailed to 1pvhr5m0aowq@m.youtube.com (maximum 2 minutes & file size of 25 MB.) Your subject line in the email will automatically be the title of your video on our Wisconsin Career & Technical Education Youtube Channel</p>					1 	2 
3  Post announcement of local CTE Month activities	4  Tweet how CTE prepares students for College and Careers	5  Share a picture of a student in a CTE classroom	6  Pin an article that highlights local, state and national CTE success stories	7  Post a video of your school-based enterprise	8 	9 
10  Post from current students... "What I learned today in CTE."	11  Tweet about activities related to career clusters and pathways	12  Share a picture of Career & Technical Student Organization	13  Pin CTE job openings and salaries	14  Post a video of experiential learning from your CTE classrooms	15 	16 
17  Post from a college student alumni how CTE helped prepare them for their post-secondary experiences	18  Tweet about local CTE business and community partnerships	19  Share a picture of a CTE student in a college class	20  Pin local, state and national CTE scholarship opportunities	21  Post a video of your CTE Business & Industry Partners	22 	23 
24  Post from a working alumni the impact of CTE on their future	25  Tweet your experience with a dual credit opportunity in your district	26  Share a picture of a student at a work-based learning site (YA, COOP)	27  Pin outstanding post-secondary CTE opportunities	28  CONTEST: Post a 45 second CTE Super Hero Public Service Announcement	<p>Please go to http://cte.dpi.wi.gov/files/cte/pdf/psacontestrules.pdf for the 2014 Wisconsin CTE Month PSA Rules and Requirements</p>	

***Super Hero Saturday & Sunday's:** On these scheduled days, Career and Technical Education departments have the opportunity to showcase the "Quality Components of their CTE" program. Each school district can determine the quality components they want to emphasize AND the best mode of communication: i.e. social media, website, local newspaper, etc. The next page provides possible ways to recognize the quality components of your program.*

Quality Components of Career and Technical Education

High quality CTE programs incorporate the following:

- The Program of Study components provide a framework for building and maintaining a high quality, contemporary CTE program
- Workplace skills – such as problem solving, communication and teamwork – to ensure career and college success for students.
- Rigorous academics and technical skill attainment, work-based learning and Career and Technical Student Organizations (CTSOs).



Below are some ways you can highlight CTE Super Heroes in your district around the Quality Components of Career & Technical Education:

- Recognizing Business & Community Partnerships/Advisory Committees
- Showcasing Transcribed or Dual Enrollment Options and Partnerships with your local Technical College
- Highlighting Equivalency Credit Options
- Describing Innovative Work-Based Learning Options
- Spotlighting how Career and Technical Student Organizations are developing civic responsibility, leadership and 21st century skills